Louisiana.gov

The Official Web site of the State of Louisiana

Style Guide

Louisiana.gov *is an enterprise approach*

for state agencies to work together to provide citizen-centric digital government services and information. Key to achieving this goal is leveraging best practices for providing Web-based content and services in a seamless, convenient manner with a common look and feel that features ease of use. The purpose of this document is to communicate the logo and banner standard as well as the Web page layout, navigation, and design standards to be used as agencies move to the citizen-centric digital government.

These standards are designed to provide direction for the delivery of interagency and public Web-based information and services. They will be reviewed as required by the Office of Electronic Services (OES) in coordination with the Technical Advisory Group (TAG) to accommodate changes in digital government technologies and capabilities.

These standards will provide Louisiana's constituents seamless access to state government by enabling a common look and feel and ease of use across agency Web sites. Agencies will benefit because they reduce risk, improve speed time-to-market, and eliminate redundancies.
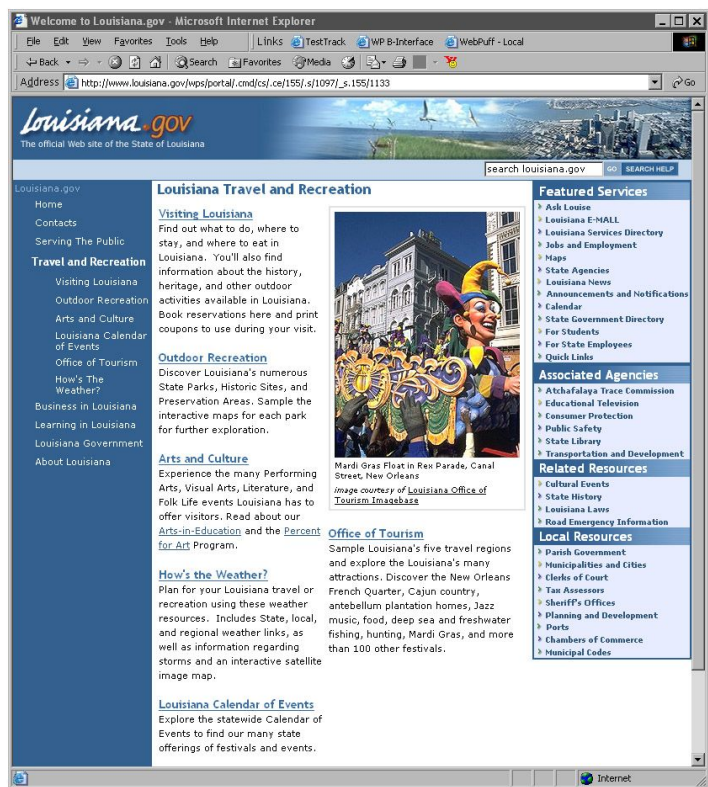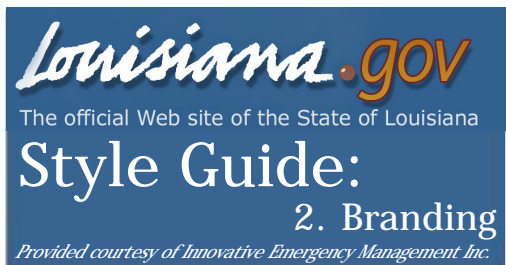
Document Purpose

To facilitate the mission of the Portal and insure consistency, accuracy, look and feel, and security of content, Louisiana.gov has established standards for design, branding, architecture, and visual style. These elements define the Louisiana.gov identity and add authoritativeness to Louisiana.gov Portal content.

The purpose of this document is to communicate these design standards to be used in the creation and maintenance of the Louisiana.gov Agency Web sites, Louisiana.gov Portlets, and Louisiana.gov associated content and applications. These standards apply the elements of the Information Architecture established by the Louisiana.gov Portal.

Mission

The purpose of the Louisiana.gov Portal is to establish a source of ready access to Louisiana state information and services to Louisiana citizens, tourists, business partners, and employees. Under the portal concept, government can be accessed in various contexts such as a life event, and intention-based scenario, as a member of a community of interest, or based on personal preferences.

Classic Louisiana "Lipstick Logo"

Kievit font, #B77C20 orange with #6E2229 red outline.

If used on a background, use #32608E Blue

Louisiana.gov

The official Web site of the State of Louisiana

Verdana slogan font, matches body copy

Dot: #8D584A red with white 3D highlight

In general, the look and feel of the State Portal

Web site design should reflect the mission of the site. This means that the information and services provided should be clearly organized and accessible to Louisiana citizens, tourists, business partners and employees. The presentation of this information should be progressive and forward-looking, while maintaining a sophistication and dignity appropriate to state government.

Specific guidelines to help Web designers and production artists meet this challenge are included under the following topics: color, logo usage, typefaces, supporting graphics and agency sub-branding.

Color

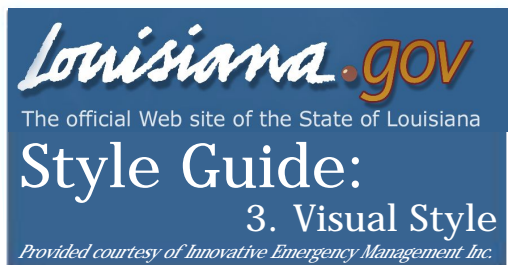A core family of colors has been established as a starting point for the design of the pages within the State Portal site. Those colors, represented in their hexidecimal codes, are:

Navy Blue: 32608E   Orange: B77C20   Brick Red: 6E2229

Clearly, additional colors will be required to fully execute the design of this site. Colors should be chosen at the discretion of the designer and should be harmonious with the core-family palette.

Logo Usage

The Louisiana.gov logo should always appear in the left-hand side of the Banner. The logo should always be followed by the words "The Official Web site of the State of Louisiana."

Typefaces

Consistent typography helps establish a distinctive look and reinforces the connection between the State Portal Web site and its sub-branded agency sites. The corporate typeface, Kievit, has been carefully chosen to represent the primary attributes of the Louisiana.gov brand. When type is incorporated into a Web graphic, Kievit is reccomended.

The recommended package of Kievit typefaces is called "FF Kievit 1" and is available for both Mac and PC platforms from Fontshop: 1-(800)-FF-FONTS, www.fontshop.com or info@fontshop.com

HTML text should make use of cascading style sheets to maintain a consistent look throughout. Default body copy is Verdana, 11 pixels high. The preferred color for HTML text is black. Subheadings and other special uses of text may be highlighted in a color compatible with the established core family palette. Subheadings and headlines should use the Trebuchet MS bold face font as a primary typeface, with Arial bold or Helvetica bold as alternate CSS font styles.

Supporting Graphics

Photographs, charts and other visuals that are used throughout the State Portal Web Site should be selected based on their relevance and appropriateness to the content. The look and feel of these graphics should be in keeping with the graphics shown in these guidelines. Overall, imagery should be in good taste and dignified.

Agency Sub-branding

All Agency Portal Sites should be branded with the appropriate logo in the left side of the Banner. If the Banner needs to be enlarged to accommodate an agency's logo, then the Banner may be increased

Visual Style

Standard Page Elements
- Optimized for 800 x 600 screen resolution with 256 color minimum
- 450 pixel "above-the-fold" primary content display
- 750 pixel minimum display width, expandable
- Cross browser display consistency (IE 5+, Netscape 6+)

Required Page Elements
- Louisiana.gov co-branded Agency banner
- Tab row
- Footer with policy statements
- Search region
- Color palette chosen from options provided at the end of this presentation

by 30 pixels to a height of 101 pixels. All Agency Web sites should be sub-branded with a link to the Louisiana.gov home page by using the following phrase: "Powered By Louisiana.gov." A reversed Louisiana.gov logo should appear as part of this phrase, below the first two words.

An example of this can be found on the page titled "Agency Sites Sub-Branding" near the end of this guide. All associated Agency Sites should follow one of the 16 color schemes provided at the end of this guide. Additional questions should be forwarded to *Lawebmaster@louisiana.gov.*

Louisiana.gov

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Style Guide:
4. Web Page layout

Provided courtesy of Innovative Emergency Management Inc.

Headline: Trebuchet MS font, #33669 blue, bold, 17px.

Body Copy: Verdana font, black, normal, 11 px.

Selected NavBar item: Trebuchet MS font, white, bold, 11 px.

Unselected NavBar item: Verdana font, white, normal, 11 px.

Subhead: Trebuchet MS, 14px., bold, #3C70A4 blue

Link: Verdana font, #33669 blue, 11 px., underlined
All links have background ":hover" CSS attributes

Footer link: Verdana font, white, 9 px.

eGov blue: #32608E

eGovLt.blue: #4B7CAD

Header: 74 px. h.

Logo: 222 px. w.

Toolbar: 24 px. h.

167 pixels w.

Sidebar: 189 pixels w.

expandable, at least 420 pixels w.

Browser window content

Welcome to Louisiana.gov - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Links TestTrack   WP B-Interface

Back • → • Search   Favorites   Media

Address http://www.louisiana.gov/wps/portal/   Go

Louisiana.gov
The official Web site of the State of Louisiana

search louisiana.gov   GO   SEARCH HELP

Louisiana.gov

Home
Search
Contacts
Serving The Public
Travel and Recreation
Business in Louisiana
Learning in Louisiana
Louisiana Government
About Louisiana

Welcome to Louisiana.gov.
We appreciate your interest and hope you will find easy access to services provided by the state as well as information about the State of Louisiana.

Louisiana News
> Louisiana.gov To Launch
> Elections News
> New Service Notifies Subscribers of State Job Openings

Selected Services
> Election 2003
> Birth Certificates and Vital Records
> State Employees and General Employment Information
> Consumer Protection and Fraud

Do it Online

ExpressLane
Driver's License Renewal   Vehicle Registration Renewal

LouisianaMAP
LouisianaMAP, the State's online mapping system

Louisiana Services Directory
Louisiana Services Directory

Hunting and Fishing Licenses

Lousiana is #1 in the U.S. in Worker Productivity
choose LOUISIANA
Louisiana is a great place to live and work.
See an example of our rich cultural heritage at the Old State Capitol rotunda.

A message from Governor Mike Foster
>> read more

Featured Services
> Ask Louise
> Louisiana E-MALL
> Louisiana Services Directory
> Jobs and Employment
> Maps
> State Agencies
> Louisiana News
> Announcements and Publications
> Calendar
> State Government Directory
> For Students
> For State Employees
> Quick Links

Weather in Louisiana
> Roadway Emergencies
> NOAA forecast for your area
> Baton Rouge Forecast
> Lafayette forecast
> Lake Charles forecast
> New Orleans forecast
> Shreveport Forecast

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Internet

Size optimized for 800x600 window, *but expandable to any browser window size.*

Banner Specifications

750 (minimum width) x 71 (high) pixels

   The banner specifications define the imagery and branding to appear in the header space of the Louisiana.gov Portal blueprint. The header will always maintain at least 750 x 71 pixels for Louisiana.gov main portal pages and agency co-branded portal pages. The header area will contain the Louisiana.gov logo, the agency co-brand, the date, and the tab headings for audience specific filtered content. Variations in banner colors are allowed within the branding guidelines included at the end of this presentation.

   The banner image below comprises the standard for placement and dimension of all banner elements that can be included in the header space. This standard applies to all agency and Louisiana.gov public Web pages as well as online service applications. In cases where these online applications restrict presentation customization, please contact *Lawebmaster@lousiana.gov* for analysis and solution.

Search

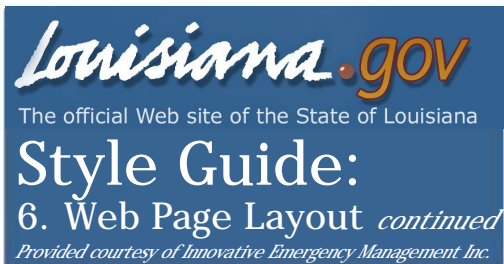### 142 x 16 Pixels, Right justified on the page

   The search element should be right justified beginning 15 pixels from the left edge of the page and formatted in accordance with best practices for page element placement. The search field should be 142 pixels wide x 16 pixels tall. The colors and font type will be consistent with the portal color scheme and type selections as per the Louisiana.gov logo and sub-branding section.
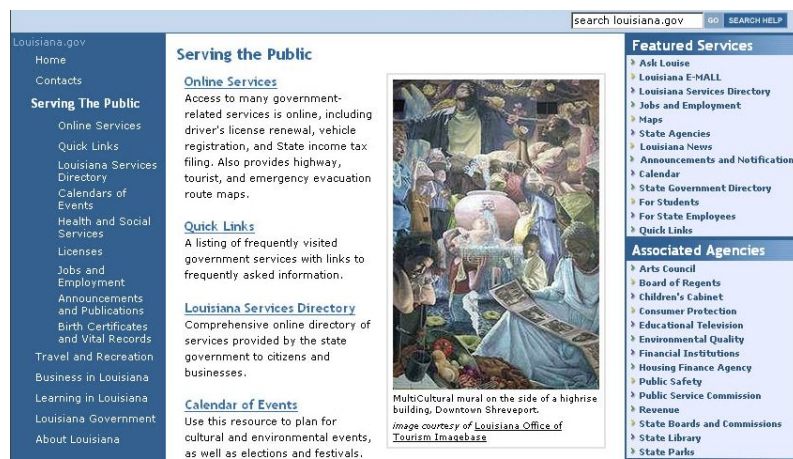
Left Column

This area is reserved for the broadest application of Louisiana.gov and agency portal navigation. The navigation includes the top-level division of the portal and dynamically expanding sub-levels, based on the top-level selection. This column is the most important element for navigating the portal and should remain consistent by look and feel througout the topics.

The left column should be 168 pixels in width, no restrictions on height, with cell spacing of at least 8 pixels (no gutter) surrounding the area. Colors will be consistent with selected banner color schemes as shown in the logo branding and sub-branding section.

Use best practices when considering font size and link naming. The currently active page should be highlighted in the left column with a bold face and slightly larger point size to make it stand apart from the other links. Sublevels in the menu should be indented to illustrate their taxonomic placement.

Right Column

The right column area is optional and mainly consists of the most highly trafficed items and links with the portal. This area can offer convenience and focus for common elements outside of the established navigation architecture. It can also act as a catchall for syndicated content and any high traffic universal content that should remain visible to the user, regardless of location within the portal.

The right column should be 189 pixels wide. Colors, fonts, and links should follow best practices and be consistent with the chosen scheme in accordance with the Louisiana.gov branding and co-branding section.
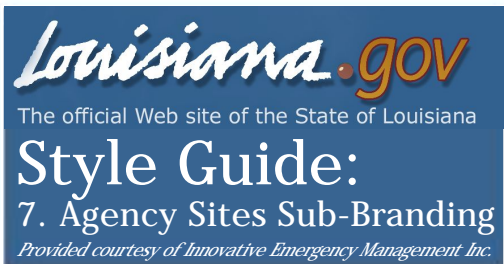
Body
Expandable

This is the main content display area and there are few restrictions regarding look and feel. This area is always 420 pixels in width with no restrictions on length. In spacing portal elements substantially, a ten pixel gutter surrounding the body area helps readability. The background should always remain white. Use best practices when considering font size, link naming, graphic file size, and layout (Verdana for body copy, Trebuchet MS bold for headers).

Footer
21 pixels high

The footer area is universal to all content and should appear at the bottom of all pages throughout the portal. The footer area completes the page layout and should be consistent with the portal color scheme and font selection. The portal will contain links to the policies of Louisiana.gov, contact information for Louisisana.gov, and any other statements of responsibility and policies specific to agency content.

The footer area is 21 pixels high and appears at the bottom of all portal pages. This area will always include the Louisiana.gov policy links. Additional policy links specific to an agency portal can be added to this area.

Consistent Look, Feel, and Branding

All Agency Portal sites should be co-branded with a link to the Louisiana.gov homepage, using the text and reversed logo as shown in the example below, "Powered By Louisiana.gov":

Agency Portal Color Schemes

All Agency Portal sites should follow one of the sixteen color schemes shown below. OES can provide templates for each of these schemes. For more information, please contact *Lawebmaster@louisiana.gov*

003399	996633 FFFFCC	336699	CC3333 FFFFCC
660066	333366	993300 FFFFCC	666633 FFFFCC
336666	660000	666699	663300
669966 FFFFCC	999966	CC9933	006633

Note:
The number in the center of each of these page thumbnails indicates the primary color from the Web-safe palette used in the page design. Some of the designs have a secondary color, indicated by the code: FFFFCC.